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1. A method, comprising:

utilizing one or more generic software components to develop a specific voice application, the generic software components being configured to enable development of a specific voice application;

wherein the one or more of the generic software components further comprises a generic dialog asset, wherein the generic dialog asset is stored in a repository; and

deploying the specific voice application in a deployment environment, wherein the deployment environment includes the repository.

2. The method recited in Claim 1, wherein the deployment environment further comprises a voice gateway.

3. The method recited in Claim 1, wherein the deployment environment further comprises an application server.

4. The method recited in Claim 1, wherein the deployment environment further comprises a dialog control component.

5. The method recited in Claim 1, wherein the deployment environment further comprises a dialog component.

6. The method recited in Claim 1, wherein the deployment environment further comprises a voice application services layer.

7. The method recited in Claim 1, wherein the deployment environment further comprises a rules integration layer.

8. The method recited in Claim 1, wherein the deployment environment further comprises a messaging layer.

9. The method recited in Claim 1, wherein the deployment environment further comprises a voice services layer.

10. The method recited in Claim 1, wherein the deployment environment further comprises a detail tracking layer.

11. The method recited in Claim 8, wherein the deployment environment further comprises an external system.

12. The method recited in Claim 2, wherein the voice gateway further comprises a voice interpreter.

13. The method recited in Claim 2, wherein the voice gateway further comprises a telephony interface.

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14. The method recited in Claim 2, wherein the voice gateway further comprises a text-to-speech service.

15. The method recited in Claim 2, wherein the voice gateway further comprises an automatic speech recognition service.

16. The method recited in Claim 1, wherein:

utilizing one or more generic software components to develop a specific voice application further comprises utilizing one or more generic software components during a design phase to develop a specific voice application.

17. The method recited in Claim 16, wherein the design phase further comprises a dialog design phase.

18. The method recited in Claim 16, wherein the design phase further comprises a voice coding phase.

19. The method recited in Claim 16, wherein the design phase further comprises a rules definition phase.

20. The method recited in Claim 16, wherein the design phase further comprises a phase wherein custom prompts are generated.

21. The method recited in Claim 16, wherein the design phase further comprises a phase wherein custom grammars are developed.

22. The method recited in Claim 16, wherein the design phase further comprises a phase wherein standard prompts are utilized to generate the specific voice user interface.

23. The method recited in Claim 16, wherein the design phase further comprises a phase wherein standard grammars are used to generate the specific voice user interface.

24. The method recited in Claim 16, wherein the design phase further comprises a system test phase.

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25. (NEW) A method of designing a voice application, comprising:  
designing a dialog ;  
coding voice application software to invoke a dialog component;  
defining one or more personality rules;  
electing to proceed with one of a plurality of grammar development phases, the plurality of grammar development phases including a standard grammar development phase and a custom grammar development phase;  
developing a grammar in accordance to the elected grammar development phase;  
electing to proceed with one of a plurality of prompt development phases, the plurality of prompt development phases including a standard prompts phase and a speech prompts recording phase;  
developing at least one prompt in accordance with the elected prompt development phase;  
performing integration to create a specific voice application;  
testing the specific voice application; and  
deploying the specific voice application.
26. (NEW) The method as recited in Claim 25, wherein:  
designing a dialog further comprises definition of a prompt that is designed to elicit a predictable response from a user.
27. (NEW) The method as recited in Claim 25, wherein:  
designing a dialog further comprises generating a dialog flow.
28. (NEW) The method as recited in Claim 27, wherein:  
designing a dialog further comprises developing the dialog flow into a script.

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29. (NEW) The method as recited in Claim 25, wherein:  
coding voice application software to invoke a dialog component further comprises  
developing software code that invokes the dialog component from a  
deployment environment.
30. (NEW) The method as recited in Claim 25, wherein:  
defining one or more personality rules further comprises defining one or more  
personality rules in order to impart desired personality features to the specific  
voice application.
31. (NEW) The method as recited in Claim 25, wherein:  
developing a grammar further comprises developing a customized grammar.
32. (NEW) The method as recited in Claim 25, wherein:  
developing a grammar further comprises developing the grammar using standard pre-  
generated grammar components.
33. (NEW) The method as recited in Claim 25, wherein:  
developing at least one prompt further comprises generating software code for  
invoking a predesigned generic prompt.
34. (NEW) The method as recited in Claim 25, wherein:  
the custom grammar development phase further comprises recording a custom prompt.
35. (NEW) The method as recited in Claim 34, wherein:  
developing at least one prompt further comprises generating software code that is  
operable to invoke a custom prompt.

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